

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 2/3/2015	(3) CONTACT/PHONE Whitney Szentesi/781-5011	
(4) SUBJECT Submittal of the 2014 Annual Report for the County of San Luis Obispo. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board receive and file the 2014 Annual Report for the County of San Luis Obispo.			
(6) FUNDING SOURCE(S) General Fund	(7) CURRENT YEAR FINANCIAL IMPACT \$4,512.00	(8) ANNUAL FINANCIAL IMPACT \$60-80 in web-hosting costs	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT { } Consent { } Presentation { } Hearing (Time Est. ____) {x} Board Business (Time Est. <u>15 min.</u>)			
(11) EXECUTED DOCUMENTS { } Resolutions { } Contracts { } Ordinances {x} N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: { } 4/5 Vote Required {x} N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY {x} N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW This item was prepared by the County Administrative Office			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Administrative Office / Whitney Szentesi/781-5011

DATE: 2/3/2015

SUBJECT: Submittal of the 2014 Annual Report for the County of San Luis Obispo. All Districts.

RECOMMENDATION

It is recommended that the Board receive and file the 2014 Annual Report for the County of San Luis Obispo.

DISCUSSION

The County of San Luis Obispo's 2014 Annual Report presents an overview of County operations using a mix of multimedia content, including colorful infographics, written narrative and informational videos, to suit a variety of audiences.

This year's report tells a story that focuses on results. It demonstrates the County's most significant accomplishments in a format that readers will find appealing, easy to read, and easy to share. The report uses a clean, responsive design that will adjust to fit any screen. The details for each department are organized by functional area, which can be filtered based on personal preference. The public can take a quick glance at a department's more significant accomplishments by viewing the colorful infographics or delve deeper into details by reading the written narratives. The public can also watch videos with more focused stories.

The County has produced an online annual report since 2010 in an effort to enhance communication with the public. Based on feedback from the public and current trends in online communication, the County has continued to publish the annual report online each year.

This year's report focuses on the ever-popular infographic format, because it can take complicated information and put it in a format that's easy to understand. The infographics are also easy for users to share via social media. The 2014 Annual Report is available through the County's website and at www.SLOCountyAnnualReport.com.

OTHER AGENCY INVOLVEMENT/IMPACT

All County departments contributed to this report.

FINANCIAL CONSIDERATIONS

Existing staff prepared the report in-house, which included coordination between departments, content development, website development and video production. The 42 infographics featured in the report were designed by a contractor, Graphic Designer Kelly McCay, for \$4,400 at the direction of County staff. Video software and additional website hosting costs were associated in the overall cost of the 2014 Annual Report. The total, non-staff cost to produce the report was \$4,512.

RESULTS

The County of San Luis Obispo's 2014 Annual Report provides the Board, community and stakeholders with an overview of County operations and review of the County's activities and major accomplishments last year.